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Activities of the Department of Public Information: outreach and knowledge services

Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution 68/86 B, provides a summary of the key advances made by the Department of Public Information during the period from September 2013 to February 2014 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach and knowledge services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department, namely strategic communications services and news services, are described in separate reports of the Secretary-General (A/AC.198/2014/2 and A/AC.198/2014/3).

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I. Introduction

1. In its resolution 68/86 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-fifth session (A/AC.198/2013/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach and knowledge services.

3. The present report, which considers the activities of the outreach and knowledge services, provides an overview of the strategic direction of the subprogramme and highlights the activities undertaken in the process of reaching out to key constituencies. It also summarizes the activities of the Department's library services, including the Dag Hammarskjöld Library at United Nations Headquarters. Unless otherwise indicated, the report covers the activities of the Department for the period from September 2013 to February 2014.

II. Developing increased understanding and support for the work of the United Nations

4. In a year when the work of the United Nations has been front and centre in the world's consciousness following a series of challenges and opportunities in the areas of development, peace and security and human rights, the Outreach Division has continued to foster dialogue with global constituencies, such as academia, civil society, the entertainment industry, educators, students and youth, to develop a deeper understanding of, and support for, the ideals and activities of the Organization.

5. With a timely approach and by undertaking ongoing evaluation, the Division has actively worked to provide information products and services to facilitate the work of Member States, staff and researchers and to support internal communications at the United Nations. The Division has reached new and broader audiences worldwide to deepen understanding and awareness of the key priorities of the Organization through facilitating participation and involvement in the work of the United Nations by means of conferences, briefings, exhibits, publications and teaching materials.

III. Increasing involvement of civil society in the Organization's activities

A. United Nations Academic Impact initiative: a catalyst to partnership with the academic community

6. The United Nations Academic Impact, with 926 members as of 31 December 2013 in 120 countries, has witnessed a range of activities by its member institutions that have enriched the vast global landscape of ideas and academic activism. These include:

(a) **Focus on multilingualism**: in an initiative organized in association with the United States-based ELS Educational Services Inc., the United Nations Academic Impact invited college and university students to participate in an international essay writing contest on the role of multilingualism in a globalized world. A requirement for all participants is that their essay be in an official language of the United Nations which is not their mother tongue or principal medium of educational instruction. Ten winners from each language category will be invited to New York by ELS to participate in a series of events in June 2014;

(b) **Building alliances between researchers and practitioners**: in partnership with the Council on Foreign Relations, a think tank based in the United States of America, the United Nations Academic Impact has launched a series of talks at United Nations Headquarters. Addressed primarily towards students and teachers, the series ("*CFR@UNAI*") creates opportunities for the research community to interact with United Nations-based practitioners on issues of common interest. In the first such discussion, which was held on 1 November 2013, a Council on Foreign Relations expert and a senior official of the United Nations discussed the theme "*Biology's brave new world: looking forward to threats to global health*";

(c) **Classroom conversations**: in this ongoing series of open discussions at United Nations Headquarters on current issues and global responses to them, international and United Nations experts share their views and respond to questions from students and guests. Issues covered in recent months include: youth activism (18 November 2013); migration and development (18 December 2013); peace activism (11 February); and human development (20 February);

(d) **Creating a global network**: with the support and encouragement of the United Nations Academic Impact, its members and partners have undertaken numerous activities in support of the Organization and its goals, thus creating a vast chain of interrelated partnerships, including:

(i) The Black Sea Universities Network, which represents more than 130 academic institutions in the Black Sea region, held a seminar on "Tourism and sustainable development" in Rize, Turkey, in November 2013. It adopted a set of policy recommendations and research ideas and agreed to act on them jointly;

(ii) In Japan, several of the 17 member institutions of the Academic Impact held a wide-ranging discussion on the initiative's global strategies, best practices and upcoming events in October 2013. The participants also

discussed how they could strengthen local network and information sharing beyond borders;

(iii) The Korean Association in support of the Academic Impact, bringing together 44 of the 54 members of the Academic Impact in the Republic of Korea, held in August 2013 an international conference focusing on the United Nations Millennium Development Goals and the prospect of a post-2015 development framework. The conference was open to all students of the member universities of the Academic Impact;

(iv) In Ghana, the Regent University College of Science and Technology, in support of the principle of the Academic Impact of educational opportunities for all, renovated the classroom block of Adimadim Kyenku-larbi D/A Junior High School, which included providing a four-seat water closet, classroom furniture, a computer laboratory and a generator;

(v) In Italy, the University of Salento, in compliance with the principle of the Academic Impact on human rights, inaugurated a Centre for the Integration of Students with Disabilities (*Centro per l'Integrazione*), which offers a wide range of services designed to meet the specific needs of each student as identified by specialists on disability;

(vi) In Pakistan, the Institute of Rural Management in Islamabad, in support of the United Nations Academic Impact, pioneered a one-year condensed Accelerated Learning Programme aimed at bringing children who drop out of primary school back to mainstream education.

An overview of the activities of the Academic Impact can be found at http://outreach.un.org/unai.

B. Community of non-governmental organizations — expanding the reach of the Department of Public Information/Non-Governmental Organizations Conference

7. The 2014 Department of Public Information/Non-Governmental Organizations (NGOs) Conference, the first to be held in New York since 2007, will be one of the topics on the post-2015 development agenda and will take place on 28 and 29 August 2014 at United Nations Headquarters. The conference aims to attract wide participation from NGOs, the private sector, academia and other sectors of broader civil society. The expert contributions of these interlocutors, as well as those from the United Nations system, are expected to lead to a conference outcome which reflects civil society views and input into the formulation of the post-2015 development agenda.

Weekly briefings

8. An expansion of the audience participating in the weekly briefings for NGOs at United Nations Headquarters to include those unable to attend in person and also those who speak languages other than English was a key priority in 2013. To achieve this, briefings were broadcast live via the Organization's Webcast, in addition to engagement with participants using social media to submit questions and comments to panellists. In line with the Department's commitment to increasing

language parity, at least one language unit of the eight United Nations Radio units attended each briefing. Interviews with panellists have been broadcast by United Nations Radio partners across the world, which resulted in increased media coverage for key United Nations issues.

9. The Section's increased engagement with youth representatives has been intensified through the use of social media, including Google Hangout online meetings organized in the NGO Resource Centre at Headquarters. The number of followers of the Department's NGO accounts on Facebook and Twitter has increased by an average of 100 per month, and the interactions with partners have expanded significantly both during and after briefing sessions. The launch of a more interactive website has also improved information access. A new software application is being developed in conjunction with Rutgers Preparatory School that aims to provide an interactive platform where NGOs can exchange and share information on their work.

10. Following evaluation of the most efficient format for interaction with the NGO community, a shorter briefing format has been introduced to enable participants to spend more time in organized networking activities after the formal event. Efforts continue to ensure that the debate created within the briefing continued afterwards in discussions online, and translated into advocacy work and communications initiatives from the participants. Documentation accompanying the briefings has been condensed, creating time efficiencies and freeing up resources for other activities.

11. The association process for NGOs with the Department has been significantly shortened with the introduction of an online tool that reduced the application period from an average of one year to roughly one month. The Department continues to reach out to strategic groups, including universities with NGO status, to increase youth participation. A total of 15 new organizations, including six from Central America, recently joined the community, bringing the number to some 1,360.

IV. Enhancing, empowering and strengthening the voice of young people

Office of the Envoy of the Secretary-General on Youth

12. Located in the Outreach Division, the newly created Office of the Envoy of the Secretary-General on Youth draws upon the expertise of the Department as well as that of the Department of Economic and Social Affairs of the United Nations Secretariat in achieving its mandate of harmonizing the Organization's work related to youth. Moreover, the Envoy also works with various United Nations agencies, and with governments, youth organizations, civil society, academia and media stakeholders towards enhancing the position of young people within and outside the United Nations system.

13. The Envoy supports the Secretary-General's Global Education First Initiative; prioritizes youth participation in the post-2015 development agenda; and supports youth-led organizations and movements. In the framework of the World Programme of Action for Youth, adopted by the General Assembly in 1995, the Envoy maintains close coordination with regional and national officials in charge of youth development to support the implementation of quality national youth policies.

14. Working with traditional and new media outlets, the Office of the Envoy has contributed to increased visibility for key youth issues. The Office has actively engaged with young people through the use of social media and via the new website on youth work in the United Nations: http://www.un.org/youthenvoy.

15. Since September 2013, the Office of the Envoy has held bilateral meetings with more than 70 representatives of Member States, and the Envoy has undertaken coordination visits to regional intergovernmental bodies, including the African Union, the Arab League, the Council of Europe, the European Commission and the Ibero-American Youth Organization. On 18 October 2013, the Envoy signed a Joint Statement with the African Union Commission to strengthen collaboration on youth issues, including by engaging in the preparations for the fifth conference on African Youth Ministers and the preceding youth forum.

16. The Envoy undertook 16 official missions to participate in major youth-related conferences and to engage with government officials in charge of the youth sector, youth-led organizations, the private sector and United Nations country teams to strengthen national youth programmes.

17. From 19 to 22 September 2013, the Inter-agency Network on Youth, in collaboration with the Office of the Envoy, for the first time hosted an open meeting with youth organizations to evaluate progress on the implementation of the system-wide action plan on youth, a joint United Nations strategy on youth. The meeting heard young people's suggestions and recommendations on the way forward, with a vision to fully implement the action plan. The meeting included a high-level discussion on investing in youth, hosted by the Office of the Envoy in collaboration with the Department of Economic and Social Affairs and the United Nations Population Fund.

V. Engaging young people

A. Model United Nations workshops: implementing lessons learned

18. Building on lessons learned in 2013, the Department's Education Outreach Section increased its active role in supporting Model United Nations simulations worldwide by further refining a new model of cooperation and experience-sharing through a "training-the-trainers" approach. During the reporting period, two such workshops were held at United Nations Headquarters in Vienna and New York with a total of 182 attendees, all of whom were active organizers of Model United Nations simulations.

19. To ensure increased global participation and reach, additional regional workshops were organized during the reporting period in cooperation with government and civil society, as follows:

(a) Training was organized for more than 100 teachers in Bogota on 17 and 18 October 2013 in conjunction with the Simulación de las Naciones Unidas (Simulation of the United Nations). This was the first model United Nations simulation organized by the Secretary of Education of Bogota and was attended by more than 1,500 high school students;

(b) At the request of the United Nations Development Programme office in Azerbaijan and the Ministry of Youth and Sport of Azerbaijan, the Department conducted a two-day pre-conference training workshop on 21 and 22 October 2013 in Baku. A total of 28 international students representing the 15 countries that comprised the Security Council at that time, as well as 40 Azerbaijani students, participated.

20. In addition to the workshops, online guides (http://outreach.un.org/mun/guidebook) on how to conduct both a Security Council and a General Assembly model United Nations simulation were completed by the Department. Translation of the guides into other official languages — at this stage French and Spanish — has started and is expected to be completed in 2014.

21. The Department's Model United Nations programme will continue to organize at least two workshops per year. In 2014, the first workshop took place in Seoul in January in cooperation with the World Federation of United Nations Associations. Discussions are ongoing to hold further workshops in China and Japan.

B. Student conferences

22. Two student conferences were organized at Headquarters in New York between September 2013 and February 2014. The first, held on 18 September 2013 on the theme "Education for Peace", involved more than 500 students and educators from Canada, Mexico and the United States, as well as young parliamentarians from Haiti joining via video link. Following an address by the Secretary-General, the Messengers of Peace and celebrity advocates Jane Goodall, Monique Coleman and Chernor Bah spoke.

23. The United Nations student conference on human rights was held from 16 to 18 December 2013. Close to 100 students from Canada, Mexico and the United States attended, and they were joined by other students in Canada and France via video link.

C. UN4U — an educational programme throughout the year

24. In previous years, the Department organized a "UN4U" ("the United Nations works for you") campaign to commemorate United Nations Day on 24 October. In 2013, based on the experience and feedback received over the past five years of the programme, a sustained approach throughout the year has been adopted. The programme, while still providing outreach to high school students, will now span the duration of the academic year. The campaign will target public and private schools in New York and neighbouring states. The format has also been enhanced by engaging select teachers and classes ahead of the briefing to ensure that students are prepared to gain the most from the programme.

D. Educational publications

25. A new educational publication, *Actions for Disarmament: 10 Things You Can Do*, targeting high school students with a focus on disarmament and non-proliferation, was developed by the Education Outreach Section in partnership

with the Office of Disarmament Affairs of the United Nations Secretariat and will be published in print and digital formats in 2014. It highlights 10 practical steps that young people can follow to raise disarmament awareness and features a presentation of the work of the United Nations in this field. Discussions are under way with a Japanese academic institution to produce the publication in Japanese.

VI. Spotlighting the United Nations through the arts and entertainment

A. Creative Community Outreach Initiative

26. The Creative Community Outreach Initiative was launched by the Secretary-General in 2009 as the first point of entry for the United Nations to the entertainment industry. A number of projects came to fruition during the reporting period, including:

(a) In September 2013, the first programme of the second series of *Revolution*, a popular television show broadcast in the United States, premiered at the United Nations, followed by a panel discussion with the creator of and leading actors on the show. The show depicts a dystopian world without electricity. United Nations experts advised the show's writers on the devastating impact the lack of access to energy can have on people. The Department is also collaborating with the production on social media outreach to raise awareness of related United Nations issues among the fan base of *Revolution*;

(b) The Japanese feature film, *The Human Trust*, a thriller featuring scenes set in and around the United Nations, premiered in Tokyo in October and in New York in December 2013. In the film's climactic scenes, a representative of a small fictitious island State delivers an impassioned speech to the General Assembly emphasizing the importance of compassion and humanity over profits;

(c) The French feature film, *Quai D'Orsay*, directed by Bertrand Tavernier, which shot scenes on location at the United Nations, premiered in France in November 2013;

(d) The season finale of the American reality television series, *Project Runway All Stars*, filmed last year inside the Economic and Social Council Chamber, and aired in the United States in January 2014. The show's three finalists were tasked with designing a clothing line inspired by their national heritage, and consulted representatives of their respective permanent missions to the United Nations. Each designer's collection was then shown at the United Nations in front of guests from the fashion world and entertainment industry, as well as delegates and staff of the Organization;

(e) The non-scripted television series, *Chance of a Lifetime*, on which the Department collaborated, premiered in the United States in February 2014. International distribution will follow later in 2014. The series pits teams of young documentary film-makers from India, Singapore and Gulf States against each other in a competition to produce short films on United Nations issues.

B. Celebrity advocacy

27. A new Messenger of Peace, world-renowned Chinese pianist Lang Lang, was designated on 28 October 2013 in support of the Secretary-General's Global Education First Initiative with a special focus on global citizenship. The following day, Lang Lang gave a live interview on the United Nations channel on Weibo, a Chinese social media platform, to an estimated 150 million people. Lang Lang's answers were commented on and re-posted more than 120,000 times.

28. Another Messenger of Peace, Stevie Wonder, addressed the high-level meeting of the General Assembly on disability and development on 23 September 2013. He also performed at the Global Citizen Festival in Central Park, New York, on 29 September 2013, where he spoke about the efforts of the United Nations to achieve the Millennium Development Goals. On 18 September 2013, Jane Goodall and United Nations Foundation "Girl Up" Champion Monique Coleman participated in a full day of activities to commemorate the International Day of Peace. On the occasion of World AIDS Day, Charlize Theron shared a column online which was featured on the United Nations blog and was viewed close to 40,000 times.

C. Special events

29. The Department worked closely with the Global Poverty Project, a non-governmental organization, to amplify United Nations messaging for the Millennium Development Goals in co-organizing the Global Citizen Festival, a concert attended by 60,000 people in New York City on 29 September 2013. Over 20 million people watched the festival via live webcast. The Secretary-General delivered remarks at the festival, and United Nations content on the Millennium Development Goals, including a video and infographics, were displayed on large screens at the event. The Chief Executive Officer of the Global Poverty Project, Hugh Evans, also appeared on American television to discuss the festival and the Millennium Development Goals to an estimated audience of 4 million viewers.

30. Recognizing the important history of the General Assembly of the United Nations, which convened in Flushing Meadows, New York, from 1946-1950, the Department partnered throughout October and November 2013 with the Queens Museum in New York City for artist Pedro Reyes' exhibition, *The People's United Nations*.

31. On 21 October 2013, a special lecture on the critical importance of using new media to preserve collective memory by the eminent Italian writer and philosopher Umberto Eco was organized by the Department at Headquarters in New York.

32. During the reporting period, the Department provided coordination and logistical support to key initiatives of Member States, including live webcasting and promotion to the more than 2 million followers of the United Nations Twitter account for the following events:

(a) The Permanent Mission of Hungary marked the first official observance of the International Day of Charity (5 September). The Department organized a briefing for NGOs and created and launched the official International Day of Charity website;

(b) The launch of the *Five Ambassadors Sing for Peace* album, which features the Permanent Representatives of Canada, Cabo Verde, Costa Rica, Nauru and Romania to the United Nations. The United Nations Bookstore, Amazon.com and iTunes carry the compact disk for sale, with proceeds earmarked to support youth engagement at the United Nations;

(c) The Permanent Mission of Italy staged Serena Dandini's critically acclaimed play *Wounded to Death* at Headquarters for the International Day for the Elimination of Violence Against Women (25 November) in partnership with the Secretary-General's campaign, UNiTE to End Violence Against Women.

VII. Engaging the public

A. Speaking engagements and briefings

33. During the reporting period, the speakers' bureau of the Department organized and facilitated 78 briefing programmes at Headquarters in New York, 11 outside speaking engagements throughout the United States and two Skype briefings, reaching a total audience of some 4,700 people. The Department continued to respond to direct communications received from the public via a number of channels. It produced fact sheets for the Visitors' Centre webpage, and for distribution in the United Nations Visitors' Centre.

B. Exhibitions and guided tours

34. Despite the closure of the General Assembly Building during the reporting period, a total of 160,501 visitors toured Headquarters from 1 January to 31 December 2013. Although this reflected a drop of 40 per cent over the previous year, the Department, through prudent spending and implementation of various cost-saving measures, was still able to generate about $500,000 in profit. Tours were offered in all six official languages of the United Nations, as well as in German, Italian, Japanese, Korean, Portuguese and Swedish, in response to popular demand.

35. Building on the successful launch of the children's tours and the United Nations Kids characters in February 2013, the Department's Visitors' Services, in collaboration with the United Nations Fund for Children, organized a fun-filled, educational day at the United Nations Visitors' Centre to mark Universal Children's Day on 20 November 2013. More than 400 children from various New York and area schools participated in children's tours and educational activities, learning about global citizenship. A United Nations Kids calendar was also produced by the Graphic Design Unit and is on sale in the United Nations Bookstore.

36. During the reporting period, two exhibitions opened to the public — *Oceans* and, in connection with Holocaust Remembrance, *When You Listen to a Witness, You Become a Witness*. Owing to the closure of the General Assembly Building, the exhibits were displayed in a temporary gallery space in the Visitors' Centre.

37. United Nations exhibits, accessible at unexhibitsny.org, an online gallery where content is organized by themes, was launched in September 2013. It includes a growing selection of current and previous exhibitions displayed at the United

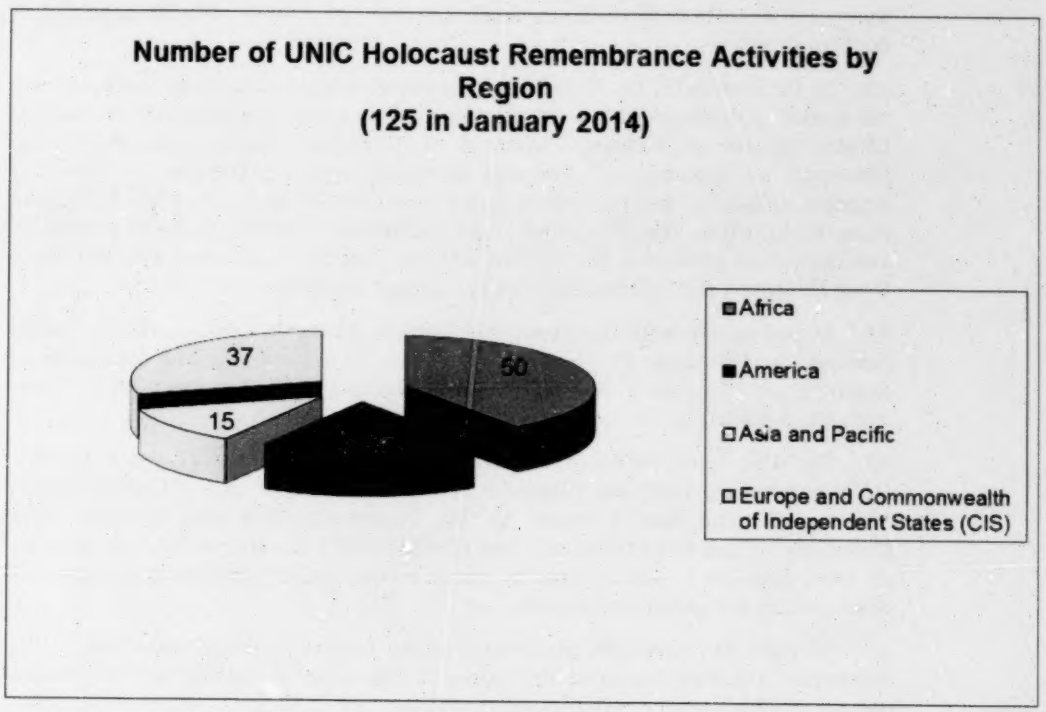
Nations in public areas. Actively promoted on social media, United Nations Exhibits offers digital access to those exhibits to a global audience.

C. Visitors' Services online

38. The total number of visits to the Visitors' Service website for the period from 1 September 2013 to 28 February 2014 exceeded 200,000. The total page views of the Visitors' Service website during that period is projected at around 590,000. The Facebook page has more than 9,200 fans.

VIII. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme



39. Building on the programme and expanding its base of partners and audiences worldwide, the Department held a series of events in January 2014 to mark the International Day of Commemoration in memory of the victims of the Holocaust under the theme "Journeys through the Holocaust". On 23 January, the Department held a briefing for NGOs to mark the seventieth anniversary of the deportation of the Hungarian Jews during the Holocaust, in partnership with the Permanent Mission of Hungary to the United Nations and others; an exhibition was also organized on the theme.

40. The Department held the Holocaust Memorial Ceremony on 27 January and featured a keynote address by Steven Spielberg, founder of the University of Southern California Shoah Foundation Institute, a long-time partner of the Holocaust Programme.

41. The life journey of Holocaust survivor Yoram Gross, an animator, was highlighted in a screening of the documentary film *Blinky and Me*, held in partnership with the Permanent Mission of Australia on 29 January. A discussion with Mr. Gross and the film's director followed. The Holocaust Programme provided copies of the film and poster sets from the 2013-2014 Design Student Poster Competition to United Nations information centres for local screenings and exhibitions with schools. United Nations offices and information centres in Almaty, Mexico City, Minsk and Yerevan subtitled the film into Kazakh, Spanish, Russian and Armenian, respectively.

42. The Holocaust Programme also partnered with the United States Holocaust Memorial Museum to produce an educational package in all six official languages of the United Nations.

43. In October 2013, the Holocaust Programme briefed students and educators at the annual conference of the Association of Holocaust Organizations in Harbin, China; the Jewish Refugees Museum in Shanghai; Nanjing University; the University of International Business Economy and the Chinese Academy of Sciences in Beijing; and the French International School and Li Po Shun College in Hong Kong, China. The Programme also conducted a number of media interviews and opened an exhibition on children and the Holocaust, mounted with the Hong Kong Holocaust and Tolerance Centre in a central shopping mall.

44. In partnership with the Permanent Mission of the Philippines to the United Nations, the Holocaust Programme organized a film screening and discussion of *Rescue in the Philippines: Refuge from the Holocaust*, on 7 November 2013 at New York Headquarters.

45. The Holocaust Programme coordinated the involvement of youth leaders, Holocaust survivors and the Auschwitz Jewish Centre in the visit of United Nations Secretary-General Ban Ki-moon to the Auschwitz Birkenau, German Nazi Concentration and Extermination Camp (1940-1945). The visit, which took place on 18 November 2013, was covered by major media outlets, generating hundreds of news articles and social media posts.

46. To mark the sixty-fifth anniversary of the United Nations Convention on the Prevention and Punishment of the Crime of Genocide, the Holocaust Programme organized a high-level panel discussion with the United Nations Office on Genocide Prevention and the Responsibility to Protect on 9 December 2013. The event was webcast.

47. The Holocaust Programme published five additional papers in its series aimed at furthering study and debate among university students. Drafted by scholars from Denmark, the United States, Israel, Canada and Serbia, the papers covered topics ranging from rescue and the treatment of Roma and Sinti to the importance of preserving former concentration camps and the work of the international community in preserving the memory and lessons of the Holocaust. These papers are posted on the website of the Holocaust Programme in all six official languages of the Organization.

B. Commemoration of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade

48. To further increase the reach of the commemorative activities under the heading of Remember Slavery, and drawing on alliances with a broader range of partners worldwide, Member States from Africa and the Caribbean agreed that awareness-raising activities would be planned throughout the year, including:

(a) A screening in August 2013 of the film *Akwantu: The Journey*, documenting the struggle for freedom of the Maroons of Jamaica; the screening was scheduled to coincide with the final judging week of the International Design competition for the Permanent Memorial to Honour the Victims of Slavery and the Transatlantic Slave Trade and included a question and answer session with the film's director;

(b) A ceremony was organized to unveil the winning design for the Permanent Memorial to the Victims of Slavery and the Transatlantic Slave Trade on 23 October 2013. Following statements delivered by the President of the General Assembly, the Secretary-General, the Director-General of the United Nations Educational, Scientific and Cultural Organization and the Prime Minister of Jamaica, the winning design, *Ark of Return*, by architect Rodney Leon, was announced by the Chair of the Permanent Memorial Committee. Mr. Leon was also part of a panel discussion at Headquarters on 26 November 2013.

49. These activities were part of the efforts to raise awareness about the Memorial's upcoming installation at United Nations Headquarters. The Department also produced a film documenting the judging and selection process.

50. Funds were provided to the United Nations information centre in Rio de Janeiro, Brazil, to support the translation of a Portuguese version of a travelling exhibit on slavery, which was featured during the activities organized for Dia da Consciência Negra (the "Day of Black Awareness"), on 20 November, which took on a special significance this year, as it marked the 125th anniversary of the abolition of slavery in Brazil.

51. Activities organized for 2014 under the theme "Victory over slavery: Haiti and beyond" will start in February 2014 and continue throughout the year. In addition, the number of followers of the programme's social media platforms continues to grow.

IX. Reham Al-Farra programme

52. The thirty-third edition of the annual Reham Al-Farra Memorial Journalists Fellowship was held at Headquarters in New York from 3 to 27 September 2013 and at the United Nations Office at Geneva from 30 September to 4 October. It brought together 11 young journalists representing media organizations from Afghanistan, Azerbaijan, Djibouti, Dominica, Grenada, Guinea-Bissau, Iraq, Nicaragua, Paraguay, Poland and Sierra Leone. This year, the Programme also included 14 off-site participants who received materials online and participated in social media discussion forums. Since the Programme's start in 1981, 521 journalists and broadcasters from 168 countries have taken part.

53. The Programme included: attending briefings by senior United Nations officials on major issues under consideration by the General Assembly during its sixty-eighth session; attending meetings of the General Assembly and engaging in hands-on activities with the Organization's media professionals; and visiting non-governmental organizations and major media organizations. In Geneva, visits included the International Committee of the Red Cross and the European Broadcasting Union.

54. Following an evaluation of the effectiveness of the Geneva segment of the Programme, and in response to the request by the Committee on Information to identify ways of expanding the number of participants, the 2014 Programme will be compressed by one week, resulting in a four-week programme that will take place in New York only. The resulting cost efficiencies will allow the number of participants to increase from 11 to 15 from a total of 33 eligible countries, the number of which has also increased. In addition, the remote participation option will be further expanded, opening the Programme to qualified candidates from eligible countries that are not selected for the in-person fellowship.

X. United Nations flagship publications

Yearbook of the United Nations

55. In December 2013, the sixty-third edition of the *Yearbook of the United Nations* (2009), the authoritative reference work on the annual activities of the Organization, was published in print form and as an e-book. The website of the *Yearbook* was also updated to enhance its search functionality and provision of complementary United Nations system information (http://unyearbook.un.org). In November 2013, Publications and Editorial began working with teams of United Nations Online Volunteers to produce the next edition of the multilingual *Yearbook* Express, which contains the chapter introductions in the *Yearbook*, in all six official languages. By the end of 2013, the *Yearbook*'s Twitter account served some 700 followers, including permanent missions, NGOs and libraries worldwide.

The United Nations Making a Difference

56. In November 2013, the English language version of the 2014 educational calendar *The United Nations Making a Difference* was published online. Print-ready files were made available to United Nations information centres for local printing.

UN Chronicle

57. In keeping with the request made by the General Assembly, Issue 1 of 2013 of *UN Chronicle* was translated into all six official languages of the Organization and published on the magazine's website (http://unchronicle.un.org). In addition, the website was redesigned using Drupal, a content management system. *UN Chronicle*, Issue 2, looked at the changing nature of security and reviewed urban security; biosecurity; cybercrime; the connection between climate change and global security; and pandemics. Issue 3 focused on the various facets and faces of migration confronting States and stakeholders who convened for the second High-level Dialogue on Migration and Development. Issue 4 reviewed the social impact of education, within the context of the third anniversary of the establishment of the United Nations Academic Impact initiative. In addition to the new and up-to-date

print and online editions of *UN Chronicle*, the magazine is also available on digital platforms such as the Kindle Fire, BlackBerry 10, iOS devices and as a branded stand-alone app.

United Nations Calendar of Observances: making a difference

58. In response to user feedback from around the world, the new, multilingual version of the mobile application, *United Nations Calendar of Observances: making a difference*, was released for the iPhone in Chinese, English and Spanish in December 2013, with Arabic, French and Russian forthcoming in early 2014. The application allows users to import United Nations observances into their mobile application calendar, with options for connecting to e-mail and social media. In producing the application, Department staff collaborated across divisions and with volunteer teams. An Android version is in development, also for release in early 2014.

Basic Facts about the United Nations

59. The 2014 edition of *Basic Facts about the United Nations* was published in October 2013 in print and electronic formats and distributed to United Nations information centres. *Basic Facts* is also available in Azeri, Dutch, English, French, Hindi, Hungarian, Italian, Japanese, Korean and Spanish.

XI. Sales and marketing: expanding access to knowledge and information in all formats

A. Sales and marketing of United Nations publications

60. The Department continued to expand its digital publishing programme, which included an upgrade of the title management system of bibliographic metadata and its digital asset management system into a unified third-party platform that is also a digital asset distribution system. This platform significantly improved the Department's ability to serve business partners by automating the delivery to printers, digital retailers, content aggregators and discovery services as soon as the publications are approved for distribution.

61. The Department published a brand new edition of the Charter of the United Nations and the Statute of the International Court of Justice, which is available in all official languages, and features a new introduction entitled *From War to Peace* on the historical origins of the Charter. The new edition has reinforced cover pages to avoid wear and tear. In addition, collectible limited editions are forthcoming and will be released in 2014.

62. After two years of development, the Intergovernmental Organizations (IGO) version of the Creative Commons Licence was approved by IGO parties and is now available for use via the Creative Commons website. This allows licensing of intellectual property directly through Creative Commons and, in doing so, improves the United Nations Secretariat's current copyright policy, graduating from a blanket "all rights reserved" to a more precise policy that allows content use for non-commercial purposes with attribution, thereby reducing requests for permission and allowing the Sales and Marketing Section to focus on licensing content for

commercial purposes. The Secretariat will now embark on the implementation of the copyright policy to utilize Creative Commons licences.

63. The Department continued to promote publications on social media. Fans and followers increased to 22,750 on Facebook and 79,100 on Twitter. In addition, the weekly electronic newsletter *New and Noteworthy* is being distributed to over 17,000 subscribers.

64. The LEGO Architecture Series toy sets of United Nations Headquarters in New York went on sale worldwide in October 2013, with a custom-made giant replica created by the Lego Foundation on display at the Visitors' Centre.

B. United Nations Development Business

65. The Development Business website, through its network of development banks and the United Nations system, continues to be an important tool for private sector companies seeking business opportunities in the developing world. In keeping with the priorities of the Organization, the website provides a translation bar in more than 60 languages, which has proved useful to its clients in over 180 countries. In addition, Development Business made special efforts to collaborate with regional institutions, such as the Commonwealth Business Council and the Organization of American States, as well as with the New Partnership for Africa's Development Planning and Coordination Agency, in an effort to bridge the information divide.

XII. Library services: a gateway to information for United Nations information services

A. Digitization of United Nations documents

66. Through their preservation and digitization programme, the Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva are actively collaborating to ensure the permanent preservation of and improved access to the published records of the Organization since 1946. As of December 2013, the Library has digitized 262,337 documents (2,574,394 pages). The retrospective digitization of all the volumes of the Index to Proceedings of the Security Council from 1946 has been completed. Progress in the retrospective digitization of volumes of the Index to Proceedings of the General Assembly continues. During the reporting period, the Dag Hammarskjöld Library digitized 4,090 documents (97,236 pages). The Library at the United Nations Office at Geneva digitized an additional 940 documents (67,998 pages), in Arabic, Chinese and Russian.

67. In the period between September 2013 and February 2014, the Library created and assigned 15,000 metadata records for newly published United Nations documents and publications for ease of search and retrieval. The authoritative index of terms and the thesaurus have been continuously maintained in the six official languages of the United Nations. The metadata records and authoritative resources form the core information for the United Nations Bibliographic Information System (UNBISnet), the Indices to the Proceedings of the three major organs of the United Nations and the Official Document System (ODS), providing various avenues of access to United Nations documentation. As of 1 December 2013, 885,100 bibliographic metadata

records have been recorded in UNBISnet, which also provides a complete voting history on all General Assembly and Security Council resolutions.

68. Digital preservation and access is an issue across the Department (for audiovisual material as well as Library documents), and there will be a common approach as far as is practicable given different media and business needs.

B. Capacity-building and outreach of library services

69. In November 2013, the Dag Hammarskjöld Library conducted its first interactive webinar workshop on United Nations information resources in Kenya. Participants included librarians and information professionals from the United Nations information centre in Nairobi and two United Nations depository libraries. Between September and November 2013, the Library provided training classes to nearly 500 people, including more than 230 staff and delegates of permanent missions.

C. Digital repository

70. Procurement of customization services for the full implementation of the United Nations Library Digital Repository is ongoing. The final version of the Digital Repository will utilize state-of-the-art information technology to permanently preserve and provide worldwide access to a range of United Nations digital documents, publications and other content. The existing pilot version of the Digital Repository is being used to develop and test facilities such as a paper-free digital workflow for Library processing of United Nations documents. An initial test of the pilot repository, with 500 items uploaded, has been successfully conducted during the reporting period.

71. Digital preservation and access is an issue across the Department (for audiovisual material as well as Library documents), and there will be a common approach as far as is practicable given different media and business needs.

D. Depository libraries

72. During the reporting period, Akita International University Library in Akita, Japan, was designated as a United Nations depository library.

73. Following the destruction of the secondary Distribution and Packing Unit of the Meetings and Publishing Division of the Department for General Assembly and Conference Management during Storm Sandy in 2012, hard-copy distribution of United Nations publications to depository libraries has been drastically reduced. The Library is therefore evaluating the programme and assessing the evolving role of depository libraries in an effort to determine new ways to engage them in outreach.

XIII. Internal communications and design

A. iSeek

74. Building on the commitment of the Department to ensure strong underlying technologies and support for its websites and online services, the Secretariat Intranet, iSeek, was improved in November 2013 through a move to a new content management system, Drupal, with total website redesign and complete migration in 2014. The new platform makes it easier to post stories, permitting contributors to upload material directly onto the system, with the iSeek team retaining editorial and scheduling roles. Stories can now be pre-posted, providing a more flexible schedule that responds to the needs of duty stations away from New York. The platform also has a new comments feature, making it more interactive.

75. The number of overall iSeek visitors increased by 14 per cent in 2013. From 1 September 2013 to 15 January 2014, iSeek posted 199 stories in both English and French, and iSeek had 6,539,898 page views during this period. A majority of the stories, on a wide range of subjects, came from offices away from Headquarters, including United Nations information centres, peacekeeping missions and other duty stations, or were categorized as "global stories" as they concerned all staff or were not linked to a particular location.

B. deleGATE

76. The deleGATE site continued to be accessed by United Nations delegates in New York and around the world. In 2013, deleGATE received 99,165 visits with 207,222 page views. The iSeek team is working with the Department for General Assembly and Conference Management to redesign and improve the deleGATE platform. The Department for General Assembly and Conference Management is the largest provider of information and services for delegates and is moving many of those services to online platforms.

C. Graphic design

77. The Department's Graphic Design Unit continued to support the Organization-wide print and electronic products for publications and outreach campaigns by offering a complete creative graphic design service as well as production and pre-press services, including project production analysis and cost estimates and the creation of printing specifications.

78. During the reporting period, the Unit completed some 120 campaign and conference brand identities, logos, brochures, books, posters, signage, banners and press kits. Sensitive to the issue of multilingualism, the Unit created most of its designs in all six official languages of the United Nations.

79. Corporate branding was produced for campaigns, including the twentieth anniversary of the establishment of the Office of the United Nations High Commissioner for Human Rights, the Climate Change Summit 2014, the World Humanitarian Summit 2016, the 2013 International Day of Peace, the forty-first

Inter-agency Games, the Accessibility Centre and the "End Rape in War" campaign, and for offices such as the Visitors' Centre and its United Nations Kids programme.

80. The Unit was an integral partner in the United Nations Day event in Times Square in New York City on 24 October. Collaborating with sections and divisions within the Department, the Unit developed a high-impact visual design which was displayed on the large NASDAQ screen in Times Square.

81. In November 2013, the Unit won a major award for the design of the United Nations Police *ON Duty* brochure. This artwork was further published in December 2013 in an internationally renowned design publication.

82. Partnering with the News and Media Division of the Department, the Graphic Design Unit provided designs and was part of the curatorial team for UNEARTH, one of the largest exhibitions ever organized on historic and contemporary visual content from the United Nations, which opened at the end of October at the Gabbaron Foundation in New York. UNEARTH celebrates almost seven decades of the Organization's activities and includes photos, campaign posters, videos, films and audio recordings. The exhibit is being shown in Europe and is then expected to return to New York.

D. Web Group

83. The Department's Web Group continued to strengthen its technical capacity in all facets of web design and development, with a focus on developing websites for mobile and tablet platforms, as well as delivering several major website projects for the Outreach Division:

(a) Together with the Office of Information and Communications Technology, the Web Group served as the technical lead in the migration of iSeek from a legacy system to Drupal. The recent migration has already increased the functionality and flexibility of iSeek and has laid the foundation for a complete redesign of the platform in 2014;

(b) The Group launched updated websites in Drupal and Wordpress for the Visitors' Centres and the Messengers of Peace programme in all six official languages, increasing the global reach of those programmes.

XIV. Dialogue among Civilizations

84. The Department continued to focus attention on the coverage of developments related to the Dialogue among Civilizations and a range of related issues, including the promotion of the culture of peace, tolerance and mutual understanding. They were highlighted through the Department's various media outlets across all platforms, from radio and television to the United Nations website and social media accounts.

85. The appeals by the Secretary-General to promote dialogue and understanding across cultures and civilizations were widely covered by United Nations Radio in all six official languages of the Organization, as well as in Portuguese and Kiswahili, and on the multilingual United Nations News Centre portal.

86. The Department's Meetings Coverage Section issued 12 press releases (9 in English and 3 in French) on the Dialogue among Civilizations in 2013.

87. The Department's Web Services Chinese Unit made 31 postings on the United Nations Weibo account regarding the Dialogue among Civilizations, which were viewed more than 8 million times, and the Spanish Unit posted information on Facebook that was shared 1,641 times.

88. To promote interfaith and intercultural dialogue, the United Nations Academic Impact initiative organized an interactive dialogue under its Classroom Conversation series on 4 September 2013. The conversation, which followed the screening of a film on the terrorist attack on the New York World Trade Centre on 11 September 2001, focused on the local as well as global implications of the attack, and its effects on our individual and collective psyche.

89. The Publications and Editorial Section covered issues related to the Dialogue among Civilizations in its 2014 edition of *Basic Facts about the United Nations* and in the recently released *Yearbook of the United Nations* 2009, which highlighted resolutions, including those on Dialogue among Civilizations.

XV. Conclusions

90. The Department's continued effort to enhance programme delivery and achieve higher efficiency through organizational alignment and other measures is yielding results.

91. The organizational structure of the Department's Outreach Division has been revisited in an effort to pool resources and bring activities related to advocacy with external partners and the community of NGOs into the same work unit. The merger of the Non-Governmental Organizations Relations Section and the Advocacy and Special Events Section aligns advocacy efforts with NGO-related matters and allows for more efficient use of available staff resources while simultaneously engaging with NGOs in a more strategic manner, along thematic priorities.

92. This reorganization, resulting in the creation of the NGO Relations and Advocacy Section, is set to contribute towards building networks of engagement among external partners on United Nations issues.

93. At the same time, the Division aligned its remembrance and education programmes by moving the Holocaust Outreach to the Education Outreach Section, which also hosts the programme for the Commemoration of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade. It is anticipated that the closer collaboration on commemorative programmes will allow for the efficient exchange of best practices and lessons learned, resulting in benefits to both programmes.

94. The Division continues to increase meaningful engagement beyond the traditional United Nations audience, while simultaneously deepening the understanding of the complexities of the work undertaken by the Organization to core constituencies; developing innovative engagement tools through the use of new and emerging technologies without leaving behind those on the other side of the digital divide; and developing impactful content to reach a multilingual audience.

95. The hosting of the Office of the Envoy of the Secretary-General on Youth and the expansion of programmes to a year-round basis, such as UN4U and the Programme for the Remembrance of the Victims of Slavery and the Transatlantic Slave Trade, have expanded and deepened momentum for action on key Member State priorities, such as youth and human rights. Going forward, the Division will continue to develop strategic partnerships with key partners, including academia, industry and the creative community, to build on successful initiatives. These include the development — with partners from Rutgers University — of a software application to connect NGOs, the multilingual language contest with ELS Language Services Inc., and the Global Citizenship Festival, which so successfully raised awareness of the Millennium Development Goals to a global audience of more than 20 million people. The Department sees partnerships such as these as key opportunities for the development of creative, targeted, cost-effective and impactful outreach, and will be working in 2014 to increase such collaborations.